

**ICBI 2019
Presentation Schedule**

Room 212 Building 2, Floor 1

Track 1: Innovation in business applications/activities/services/products

No.	Title and Author(s)	Time	Paper_ID
1	The Elderly Nutrition Strategies in Game Based Learning : Sodium Game <i>Dr. Wilawan Inchamnan Dr. Aurawan Imsombut</i>	13.00 – 13.15	01
2	The effect of internal and external factors of green innovation on competitive advantage and financial performance <i>Dechawat Trithossadech Napatporn Rodcha</i>	13.16 – 13.30	03
3	A literature review on the relationship between financial decisions and market value of large company <i>Assoc.Prof. Dr. Thanida Chitnomrath</i>	13.31 – 13.45	07A
4	Skill Set for Future Workforce in Thailand <i>Duangjan Varakamin Pairin Cholpaisal Dr. Panachit Kittiphanyangam</i>	13.46 – 14.00	14
5	Models and Development Strategies for Coffee Commodities in Jambi Province in Fulfilling Global Market Demand <i>Rosmelia, Nurhayanib dan Dearmi Artisc</i>	14.01 – 14.15	15
6	Model Performance Supported SMEs Strategy-Based Applications Through E-Money Gofood Business Customer Satisfaction And Grabfood <i>Novita Ekasari Nurhasanah Fitri Chairunnisa</i>	14.16 – 14.30	16
	<i>Coffee / Tea Break</i>	14.31 – 14.45	

No.	Title and Author(s)	Time	Paper_ID
7	What can hotels learn from their OTA partners? A Literature Review <i>Asst. Prof. Dr. Montakan Chubchuwong</i>	14.46 – 15.00	17
8	A Review on Internet Financial Risk Management Based on the ERM Framework <i>Min Chen Yanping Shan Yi Zhao</i>	15.01 – 15.15	28
9	Huawei in Europe: From A Chinese National Indigenous Innovation to A Global Giant <i>Wiranya Sutthikul Waranthiya Sutthikul Sujitra Hongyon Kongkiat Sahayrak Rati Thapo</i>	15.16 – 15.30	31
10	Challenge of Information and Communication Technology Towards Accounting in Thailand <i>Warangkanang Sakulwong Lee Yan Dr. Siridech Kumsuprom Dr. Pattanant Petchchedchoo Dr. Lien Chao Lung</i>	15.31 – 15.45	35
11	The Relationship Between Business Models and Startup Success <i>Sasipa Atisinjongkol Sukanya Singtui Settawud Machimarat</i>	15.46 – 16.00	36

Room 213A Building 2, Floor 1

Track 2: Innovation in Business Processes and Business Innovation in Industry

No.	Title and Author(s)	Time	Paper_ID
1	The Relationships between Consumer Trust and Purchase Intention of Social Commerce <i>Asst. Prof. Dr. Charunya Parncharoen</i>	13.00 – 13.15	04

No.	Title and Author(s)	Time	Paper_ID
2	Innovation system development for Store Allocation Management <i>Chaichana Jaruwannakorn</i> <i>Assoc.Prof.Dr. Waraporn Jirapanthong</i>	13.16 – 13.30	05
3	Purchasing Behavior of Senior Tourists for “Slow Tourism Services” in Thailand <i>Sirikanyah Lane Dasom</i> <i>Asst. Prof. Dr. Leela Tiangsoongnern</i>	13.31 – 13.45	06
4	The Significance Factors of Business Negotiations in Japan <i>Ogochukwu Michael Osakwe</i> <i>Dr. Tanakorn Limsarun</i>	13.46 – 14.00	07
5	Innovation Technologies in Hotel Businesses <i>Dr. Jiraporn Chomsuan</i>	14.01 – 14.15	08
6	Effectiveness of the Supervision of Commissioners and Aggressive Tax on Financial Reporting Fraud <i>Wiralestari</i> <i>Riski Hernando</i>	14.16 – 14.30	10
	<i>Coffee / Tea Break</i>	<i>14.31 – 14.45</i>	
7	Towards the Concept of Health Food Business Model Innovation for New Product Development for Elderly Consumers <i>Asst. Prof. Dr. Piyavit Thipbharosa</i>	14.46 – 15.00	11
8	Internationalization Attributes of New and Small Firms Pursuing the Born Global or International New Venture Pathway Favorable to Small Emerging Economies in ASEAN <i>Norapatra Janpong</i>	15.01 – 15.15	13
9	Market Opportunities and Accessibilities for Consumers of Thai Tea: Trend, Trade, Consumer Behavior, and Marketing Strategy in ASEAN <i>Dr. Phoommiphat Pongpruttikul</i> <i>Dr. Suthep Nimsai</i> <i>Teerapun Tadnियom</i> <i>Narathip Kiewkalong</i> <i>Dr. Lien Chao Lung</i>	15.16 – 15.30	20

No.	Title and Author(s)	Time	Paper_ID
10	Human Resource Development in the Organization According to the Performance Analysis Model <i>Pimvimol Poramatworachote</i> <i>Anan Suntramethakul</i>	15.31 – 15.45	23
11	Factors influencing the organizational commitment of personnel at Institutes of Vocational Education in Champassak. Laos PDR <i>Ladsamay Vorachith</i> <i>Anan Suntramethakul</i>	15.46 – 16.00	26
12	Employee Burnout Syndrome: Cause Effect and Prevention Guideline <i>Siripapun Leephaijaroen</i>	16.01 – 16.15	27
13	Thailand Hotel Sustainability Index <i>Nattapan Kongbuamai</i> <i>Samatthachai Yamsa-ard</i> <i>Dr. Phoommhiphat Pongpruttikul</i> <i>Liu Yun</i> <i>Dr. Lien Chao Lung</i>	16.16 – 16.30	38

Room 213B Building 2, Floor 1

Track 3 : Interdisciplinary Topics

No.	Title and Author(s)	Time	Paper_ID
1	Customer Satisfaction at Fast Food Restaurant in Cambodia <i>David Chhun</i> <i>Dr. Sayamol Nongbunnak</i> <i>Navapong Pontonthadilok</i> <i>Arthur Gogatz</i>	13.00 – 13.15	09
2	The Determinants of the Effectiveness of Implementation Performance Based Budgeting and Budget Absorption in Local Governments (Study on Jambi City Government) <i>Rita Friyania</i> <i>Riski Hernando</i>	13.16 – 13.30	12

No.	Title and Author(s)	Time	Paper_ID
3	A Study of Competitive Advantage of Local Steakhouse in Thailand <i>Asst. Prof. Dr. Adilla Pongyeela</i> <i>Katanyu Hiransomboon</i>	13.31 – 13.45	21
4	The Level of People’s Participation at the Candle Festival: A Case Study of People at Nai-Mueang Sub-district, Mueang District, Ubon Ratchathani Province <i>Dr. Jaturong Sriwongwana</i> <i>Vikanda Kasetiam</i>	13.46 – 14.00	24
5	Morale in the Operation of the Personnel: A Case Study of Personnel in the Juvenile and Family Court <i>Vikanda Kasetiam</i> <i>Dr. Jaturong Sriwongwana</i> <i>Wanna Piyaratmanon</i>	14.01 – 14.15	29
6	Factors Affecting Organizational Citizenship Behavior <i>Malinee Srimaitree</i> <i>Piyakanit Chotivanit</i>	14.16 – 14.30	30
	<i>Coffee / Tea Break</i>	14.31 – 14.45	
7	Factors on Marketing Mix Influencing Decision to Buy the Condominiums in Ubon Ratchathani City <i>Pimook Somchob</i> <i>Seri Somchob</i> <i>Nareenooch Yuwadeeniwes</i> <i>Rattanaorn Saelee</i>	14.46 – 15.00	32
8	Purchasing Behavior of Consumers in Bhutan Towards Frozen Raw Meat Products <i>Sonam Choden Penjore</i> <i>Dr. Sayamol Nongbunnak</i>	15.01 – 15.15	33
9	Purchase Intention of Cambodian Consumers for Healthcare Services in Thailand <i>Sunleang Kim</i> <i>Sirikanyah Lane Dasom</i> <i>Kultiwa So-ngern</i> <i>Asst. Prof. Dr. Leela Tiangsoongnern</i>	15.16 – 15.30	34
10	The Relationship between Corporate Governance and the Firm Performance of A Listed Company <i>Hathairat Khuanrudee</i> <i>Puthita Khuanrudee</i> <i>Piyakanit Chotivanich</i>	15.31 – 15.45	25

No.	Title and Author(s)	Time	Paper_ID
11	Thai Restaurant Opportunity in Phnom Penh <i>Assoc. Prof. Thammarak Laongnuan</i> <i>Asst. Prof. Hathairat Khuanrudee</i> <i>Asst. Prof. Dr. Pimook Somchob</i> <i>Dr. Walaiporn Sookplung</i> <i>Assoc. Prof. Dr. Piyakanit Chotivanich</i> <i>Miss Wiranya Sutthikul</i>	15.46 – 16.00	22
12	The Impacts of Artificial Intelligence on the Digital Accounting <i>Premarat Vilalai</i> <i>Kongrit Thaneerananon</i> <i>Dr. Arisara Thaneerananon</i>	16.01 – 16.15	37